

## Better Plant Sciences Ready for US Sales of its FDA Listed Gel-Based Hand Sanitizer

Vancouver, British Columbia--(Newsfile Corp. - September 10, 2020) - **Better Plant Sciences Inc. (CSE: PLNT) (OTCQB: VEGGF) (FSE: YG3) ("Better Plant")** or (the "**Company**") is pleased to announce that subsidiary Urban Juve has completed manufacturing of its hand sanitizer gel and is launching the product in both Canada and the U.S. The hand sanitizer gel is listed with the FDA (NDC 75385-0010-1) and has received Natural health Product Number 80098154 from Health Canada. Urban Juve's Ultra Hydrating Hand Sanitizer Spray received Health Canada approval on March 27, 2020 (NPN 80097926) and is for sale on Amazon.ca and Canadian retail stores including select Pharmasave stores. The newly listed hand sanitizer gel is now for sale on urbanjuve.com in both Canada and the US, with free shipping on orders of \$50 or more.



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"The gel is formulated with 65% ethyl alcohol which helps kill germs, while aloe vera and eucalyptus essential oil protect the skin," says Amber Allen, VP of Sales for Better Plant. "We believe there is an opportunity in the marketplace for high quality hand sanitizers at a reasonable price, with essential oils that provide health benefits. It is exciting that we are now FDA listed and can start shipping this fantastic product to the USA."

According to researchandmarkets.com, the market for hand sanitizer across the globe is expected to rise over 600% during 2020, fueled by preventative recommendations by the World Health Organization and driven by the ability of alcohol-based sanitizers to prevent infections and kill bacteria, fungi, and viruses.

One of the most common complaints with hand sanitizers are that the alcohol can cause the skin to dry out and sometimes even crack. "In order to create a truly moisturizing, nourishing and luxurious product, we have blended aloe vera extract for skin hydration, witch hazel for its anti-inflammatory and antiviral properties, and essential oils to protect the skin," says Bhavna Solecki Director of Research and Product Development. "One of

the unique selling points of our hand sanitizer is that it is formulated specifically to hydrate the skin and protect it from harmful germs."

The hand sanitizer market is expected to grow at a CAGR of over 17 per cent between 2019 and 2025 according to a report from Aritzon, with sales expected to reach USD \$11-billion in 2020, a 600-per-cent increase over last year.

### **About Better Plant Sciences Inc.**

Better Plant develops and acquires intellectual property and other assets related to plant-based products and therapeutics. Through its integrated business model, Better Plant develops, manufactures, markets, sells and distributes plant-based products. It has 14 patent applications to protect its Intellectual Property, and over 200 proprietary wellness formulas at various stages of commercialization, including over 20 proprietary products that are now for sale via eCommerce or brick-and-mortar retail stores. It operates websites and oversees eCommerce and Amazon sales for over 200 JUSU plant based products for body, baby and home. Its majority-owned subsidiary NeonMind Biosciences Inc. is launching a line of coffees infused with health optimizing medicinal mushrooms including reishi, cordyceps, lion's mane and turkey tail mushrooms. NeonMind is also engaged in research into developing a psilocybin (psychedelic mushroom) based product for weight loss and has applied for a Section 56 Exemption to begin preclinical trials to study its pending psychedelic medicine patents.

For more information about Better Plant, visit [www.betterplantsciences.com](http://www.betterplantsciences.com) or follow [@betterplantsciences](https://www.instagram.com/betterplantsciences) on Instagram.

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*The Canadian Securities Exchange has not reviewed, approved or disapproved the contents of this news release.*

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